

QUILL



Bylines in This Issue

IN the August issue of *THE QUILL*, the editor discussed the death of the St. Louis *Star-Times* and mentioned, among other aspects of "The Vanishing Newspaper," the trend toward "monopoly" newspaper situations. After the editorial had been released for publication, he received the manuscript for "A Monopoly Editor Can Do a Fine Job" (page 5) from John M. McClelland Jr.

John had not seen the editorial. Yet his article constitutes a frank and courageous answer—as good an answer, the editors believe, as can be written—to this criticism of the American press. It is a capable defense of the great majority of non-competitive newspapers, with no concessions to the weaklings and sinners among them.

John is editor of the *Daily News* in Longview, Wash., thriving lumber and port city down the Columbia river from Portland, Ore. He is also national president of Sigma Delta Chi, journalistic fraternity which publishes *THE QUILL*. He has been a frequent speaker at national and regional newspaper gatherings.

A '37 graduate of Stanford University, John reported for the *Santa Ana* (Calif.) *Journal*, the *Salinas Morning Post* and the *Sacramento Bee* before going to Longview. His newspaper career was interrupted by service as a Navy lieutenant in both the Mediterranean and Pacific war theaters.

ROBERT S. STROTHER discusses how the United States may do a better job of "Combatting the Big Lie" (page 11) after carefully disqualifying himself as an expert. His broad journalistic experience would seem to disqualify his disqualification. He is now assistant director of the International Editions of *Reader's Digest* (printed in eleven languages) and has been foreign correspondent, publicist, OWI trouble shooter and Army editor in the Middle East.

After attending Southwestern College and the University of Kansas, he reported on the St. Petersburg (Fla.) *Independent*, was telegraph editor of the Maryville (Mo.) *Daily Forum* and worked for the *Associated Press* in Kansas City and Detroit before going abroad as an AP correspondent in the Middle East and London. He returned to Detroit to work for the advertising firms of N. W. Ayer & Son and McCann-Erickson before be-

coming Detroit bureau chief for *Time*.

During the war he joined the OWI and returned to the Middle East as special assistant to the Minister Resident at Baghdad. In 1943 he left OWI to become a captain in the Army. He edited the Middle Eastern *Stars and Stripes* and later started the first continental European edition of *Yank* in Italy. After the war he became manager of *Time's* international editions and headed public relations for the international division of Foote, Cone & Belding in New York before joining *Reader's Digest* in 1949.

He is specifically responsible for the *Digest's* Asiatic area operations and has just returned from the Far East (*Reader's Digest* has a large Japanese language edition).

WHEN July's flood poured into the industrial districts of both Kansas City, Mo., and Kansas City, Kas., causing record property damage, that "bible" of the area, the *Kansas City Star*, was



ROGER SWANSON

ready for the big story. Its staff worked around the clock for days and its circulators put the paper on moist front porches up and down the flood area when even Uncle Sam's mails were unable to get through.

Roger Swanson was on re-write at the *Star*. He managed to find time between flood stories for his newspaper to write "A Flood Fails to Stop the News" (page 6) for *THE QUILL*. Like most of his fellow staffers, Roger had never even seen a real flood before, but he was a native of Kansas City who knew his town and he learned fast about floods.

He has been on the staff of the *Star* since graduating from Kansas State College at Manhattan (another flood victim) early in 1949. Before that, he had attended the University of Missouri and written sports for the Topeka (Kas.) *State Journal*. He is a veteran who learned another side of journalism in Air Force public relations in Panama during the war.

DARWIN TEILHET writes from his Los Altos, Calif., home that "I am definitely one of the lodge

although God knows I have strayed far from the fold" (as journalism graduate and long time publicity and advertising man.) He hadn't strayed far enough not to react to Deac Martin's June Quill article on public relations with "Publicity's Job Is to Paint the House, Not Rebuild It" (page 8).

In recent years Teilhet has been known for such novels as "Happy Island," and "The Mission of Jeffery Tolamy" (William Sloane Associates), both laid in the Hawaiian Islands. His "Fear Makers" is now published in a pocket edition.

Both "Fear Makers" and "Happy Island," he points out, go fictionally into polling and propaganda techniques, subjects in which he became interested at Heidelberg University, and learned more about as publicist, advertising man and American intelligence officer assigned to the OSS in Europe and other war theaters.

As an undergraduate, he attended Drake University and the Sorbonne in Paris, graduating from Stanford and going on for study at Heidelberg in the late '20s. An advertising career which reached from Philadelphia to Honolulu and back to San Francisco followed. There were interludes of teaching at Stanford, until he entered the Army and returned to devote his whole time to writing fiction.

He believes he was among the first to use public opinion polls seriously for advertising and propaganda.

WHILE DARWIN TEILHET expresses his conviction that a client's "good conduct" is not basically a publicist's affair, **Walt Seifert** takes the opposite view and challenges Martin's contention that a publicist should avoid, rather than attempt to reform, a client with doubtful conduct. He asks: "Would a Physician Treat Only Healthy Patients?" (page 9).

Now in the public relations department of Byer & Bowman, Columbus, Ohio, advertising agency, Walt reports that he started life "with the curse of a Master of Arts degree in journalism" from the University of Michigan. He reported for the *Akron Beacon Journal* and was night editor of the Central Press Association at Cleveland before entering publicity with N. W. Ayer & Son in New York.

He handled such varied accounts as Masonite, and the Encyclopaedia Britannica for Ayer and spent four years glamorizing Bermuda. A tour of teaching at Phoenix (Ariz.) College was followed by his present position.

THE QUILL

A Magazine for Journalists
Founded 1912

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No. 9

When the Press Must Stand Up

EVERY teen-age student of political science knows that democracy as we understand it is based on orderly rule by a majority. It is sometimes forgotten that our kind of democracy also includes a concern for the basic rights of minorities as well. These are protected by a Constitution which has deliberately been made difficult to change.

Such minorities may be economic, religious, regional. As long as they do not cheat or enslave others in business or industry, or disturb the peace with unusual religious observances, or demand special benefits for one section of the country that are against the general interest, we guarantee their freedom to pursue their business, believe what they please about God and advance the interests of their locality.

There is no sturdier protector of minorities than the country's press. This might surprise a visitor from Mars because the press also likes to be read and to be approved. The simplest way to achieve this, it would seem, would be to agree with the majority of its readers on as many issues as possible. Yet the press frequently does not go along with the majority.

CERTAINLY a great many newspapers have often disagreed with the majority politically. A lot of us picked ourselves up the morning of November 3, 1948, and commented, wryly: We looked pretty silly yesterday. The press looked silly only where it made the mistake of actually forecasting a Republican victory on the basis of polls and wishful thinking and not talking to enough people.

The press did not look silly because many newspapers had backed the losing candidate. It had every right to do this editorially, as long as it reported pre-election news accurately and honestly believed that a political change was better for the country. This would be equally true if the country should swing to a conservative extreme and the press felt that liberal revolt was in order, whether voters agreed with it or not.

In recent years, some political theorists have cried that the press is out of step with popular thinking and something ought to be done about it. This shows a gross misunderstanding of the newspaper's function in a democracy. The press often is likely to be—or to appear to be—against the ruling political party for a simple reason. That is because it rightly considers itself a vigilant critic of government, a sort of permanent political opposition.

Obviously, if a clear-cut majority of newspaper readers opened their papers each day to find their dearest hopes and beliefs treated as nonsense by editors, there

would be changes in newspaper management. But such a majority exists only in the most general sense. It is the overwhelmingly large group of Americans who, whatever their individual politics, religion or occupation, share a belief in the common purposes and freedoms of our society.

In comparison, under our two-party system, a political majority is only a temporary phenomenon. It achieves office, even in a "landslide" victory, by a comparatively narrow margin of the total vote. It stays in office only by compromise and shifting alliances. It might well be argued that the majority does not interfere with the press because there is no such animal except in the larger sense I described. Even in the Iron Curtain countries, press freedom was not killed by a majority of the people. It was murdered by a tyrannical minority which dares not let the majority know what is going on.

NO, the newspapers need not fear the majority. But, ironically enough, they must be on constant guard against some of the very minorities whose rights they so frequently champion. Every newspaper editor has had his battles with minorities ranging from powerful and vocal economic, religious and racial groups to assorted lunatic fringes that are merely shrill. He knows that printing stories on certain subjects will bring prompt complaints and sometimes attempts at intimidation.

No newspaperman would mind if members of minority groups would confine their complaints to letters to the editor. That is any reader's right, as long as he does not substitute abuse for argument. But too often pressure takes sinister forms. Leaders of minority groups openly advise their people that such and such a newspaper "is against them." Advertisers (not very bright ones, to be sure) transmit their disapproval through channels. Editors are abused by telephone and mail.

Every newspaperman knows what I am talking about and can cite his own examples of such pressure. In most cases it may be wiser to maintain editorial silence and continue to print the news as one sees it. In some cases, at least, public answer by the newspaper is indicated in its editorial columns. Certainly the paper that backs up timidly at such pressure is going to find its shoulders pinned more and more closely to the mat as time goes on.

Whether we answer such critics privately or publicly we have nothing to fear if we act promptly and courageously. We need only remind intelligent minority leaders that the press, after all, is their best friend. We can be effective in defending their rights only to the extent that we are honest in criticising their errors. This, again, is democracy in practice. The majority of our readers will recognize it as such and approve.

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THE MONEY MRS. CABANIS and her fellow stockholders have invested makes possible the average of \$31,400 in tools and equipment back of each Standard Oil worker which helps him to produce more, earn more and have steadier work. The public benefits, too, by being assured of a dependable supply of quality petroleum products.



"I am Mrs. John Cabanis of Mason City, Iowa. Two years ago, my picture appeared in an advertisement, with the pictures of eleven other of the owners of Standard Oil and its subsidiary companies. Besides my name and address, all the ad said about me was that I am a widow who has owned Standard Oil stock for many years, and that the dividends from it helped put my son through college. Soon after the ad appeared I began receiving mail from people I'd never heard of. Some of them seemed surprised that a big company like Standard Oil is owned by a great many everyday people.

"I myself had learned from the company's annual report that there are many thousands of owners of Standard Oil, including a number of business firms and educational and charitable institutions. Most of the owners are people like me and like you. We invested our money, and as a return on this investment, Standard Oil pays us dividends. Dividends paid last year had a value of \$3.14 per share. The company has paid dividends for 58 consecutive years. And, our investment is working for us and for a great many other people, too. Because of it, Standard Oil is able continually to build up its facilities for serving its customers. And it helps the company to create more and better paying jobs. It's nice to know that. It makes me feel more useful and more important—and it's a feeling that nearly everyone could share, by becoming a partner in some American business, as I am one of the more than 118,000 partners in Standard Oil."



AMONG OUR STOCKHOLDERS are many institutions—educational institutions like Coe College of Cedar Rapids, Iowa; charitable organizations, and hundreds of insurance companies and business firms. No institutional stockholder owns so much as 4% of our stock, and no individual owns so much as 1%.



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STANDARD OIL COMPANY (INDIANA)

In ten states today there is not a single competing newspaper. This trend will increase whether people like it or not. But if he has a proper professional attitude toward his readers

A "Monopoly" Editor Can Do a Fine Job

By JOHN M. McCLELLAND JR.

TOO much lamenting has been going on about the trend toward one newspaper towns. It isn't necessary and it is crying about something that can't be helped.

We are not going to have fewer one newspaper towns, we are going to have more. We aren't going to have more newspapers, we are going to have fewer. Old newspapers are dying faster than new ones are being established. And little or nothing can be done to stimulate the birth rate or to put new life into those papers which are tottering and about to fall.

In ten of the states there is not a single community with competing daily papers. In 1,200 cities in America the press is under single ownership. Twenty-one of these are in major cities.

Thirty-two hundred weekly newspapers have disappeared since the first world war. The small city which is able to support two daily papers is getting to be a rarity. And we have such large cities as Kansas City, Mo., Louisville, Ky. and Oakland, Calif., with either one paper or a single ownership of two papers.

This is not due, of course, to any decrease in the demand for advertising or a drop-off in circulation. More people read newspapers today than ever before. It's just that the fewer papers have more circulation than a larger number used to have.

WHAT has caused this trend and is keeping on causing it? Inevitably when a newspaper dies, the same sad story is told. Costs rose faster than new income could be provided to meet those costs.

Most newspapers which have died since World War II were victims of a joint assault by a host of high cost elements, including unions, newsprint manufacturers, and the tax collector. Of course there is no conspiracy on the part of these elements to kill off papers deliberately. For all those who force newspaper costs up lose when an employer of highly skilled labor, a consumer of newsprint and ink and a payer of taxes is forced to sell out to the competition.

I read recently of one newspaper in Canada which suspended publication because business was too good. In order to keep going it had to invest a huge amount in new plant and new facilities and it just couldn't afford to do so. So it gave up the ghost. But that is a freak. When a



John M. McClelland Jr., editor of the Longview (Wash.) Daily News, examines the steady decline in competition among American newspapers.

Tacoma Times, a Seattle Star, an Oakland Post Inquirer or a St. Louis Star-Times goes out of existence, the reason is usually higher costs.

Of course another factor is more competition. The radio is stiff competition. So are magazines, billboards, throwaways, and now television. There is more competition than ever before for the advertiser's dollar. The press suffers accordingly.

I am in sympathy, of course, with those who deplore the trend which takes competition out of the newspaper business and creates what is spoken of, usually with scorn, as the monopoly press. But there is no use shedding tears over this situation because it isn't going to get any better.

If you had a million dollars you couldn't go into a city of 150,000 popu-

lation and start a competing paper and get away with it, even if you were a Joseph Pulitzer. You just can't do it. It costs too much. For that matter you couldn't go into a small city of 20,000 population and start a competing paper even if you had a half a million dollars to spend. It simply costs too much.

Therefore let us stop grieving about one newspaper towns and let us furthermore stop thinking that a town which has only one newspaper necessarily suffers because of it. One newspaper can learn to serve a community adequately and even exceptionally well.

PERHAPS one newspaper will not be as good as two, but it can come pretty close. It can come extremely close if the men who edit and write for the one newspaper in a town have a professional attitude toward their jobs. Professional journalism, practiced as it should be, can do a good job for a community whether there are two newspapers coming out seven days a week or one newspaper coming out once a week.

To assume that unless a newspaper has local competition it will be lazy and indolent and careless about the responsibilities of the press—the responsibility for covering the news fairly, accurately and comprehensively, and the responsibility for keeping an eye on local affairs, particularly government, for the protection of the citizens—is unjust and unreasonable.

Naturally it seems logical that a reporter covering the City Hall beat is going to do a better job if he lives in constant fear of being scooped by a competitive reporter covering the same beat. But I know of a city where it was common practice for competitive reporters to agree that they would not scoop each other.

It may be natural to assume that a newspaper which has a competitor will do a better job of community service if it is striving constantly to outdo its rival. Maybe it will try to write better editorials, take better pictures, do a more careful job of editing wire copy and buy from the

(Turn to page 14)

A Flood Fails to Stop the News

By ROGER SWANSON

Most of the Kansas City Star staff had never even seen a river go on the rampage. But when it did, they worked day and night to cover the story and deliver the paper to readers through 'Hell and high water.'

A FEW days after the crest of the big flood of 1951 had rolled out of the fertile Kaw valley, passed Kansas City and the crisis was over, a subscriber of the Kansas City Star in Lawrence, Kas., wrote:

"Lawrence has been without train, bus, air and mail service because of the big flood, but it hasn't been without regular delivery of the *Star* and the *Times*. I don't know how they got here, but they did. I wish I could say the same for the United States mail service . . . The postoffice department . . . has lost the spirit of '76."

The letter was representative of the opinions of thousands of subscribers in flooded areas who received Kansas City papers morning and evening even though their homes were water-soaked and their front yards were lakes.

This exceptional effort on the part of carriers in getting the papers through when the mails didn't attempt to pass, is only one example of the job done by the *Star's* circulation, editorial, and radio and television staffs in bringing the news home.

In covering the worst disaster that ever hit the Kansas City area, staffers worked around the clock, not just for a day or two, but for nearly a week.

There was hardly a reporter, rewrite man, stringer, announcer or editor who had even seen a flood before July 13, 1951. But that day and afterward it was about all they saw or wrote about.

The flood came almost without warning. On July 12, the day before the water hit Kansas City, the big story on page 1 was about flood damage in Topeka, Kas., where 10,000 persons were made homeless. But Topeka was seventy miles west and there was no indication from the weather bureau or other sources that Kansas City would be in real danger.

The night of July 12, most *Star* men got little sleep. The first break in metropolitan Kansas City came shortly before midnight when the waters of the Kaw burst through a dike and poured into the Argentine district in Kansas City, Kas.

Reporters hurried to the scene of the break and the first all-night vigils began. A few hours later the rampant Kaw river, normally in July as docile as a kitten, smashed into the Armourdale district in Kansas City, Kas.

By 5 o'clock the morning of that July Friday the 13th most of the staffers were at work. At that early hour most of the action was in Kansas City, Kas., where the *Star* maintains a branch news office.

The staffers in the Kansas office took flood reports by telephone from men at the inundated areas, then passed this on to rewrite men in the main newsroom in Kansas City, Mo. By 9:30 o'clock the morning of the 13th the *Star* had an extra on the streets, the paper's first extra since Charles Binaggio, political boss, was slain in April, 1950.

MANY persons evacuated only a few moments before from their homes read the news of the rampaging Kaw and its current of destruction in this extra. It was on the streets less than four hours after the biggest break of the flood came, the inundation of the Armourdale district.

The extra also carried the first streamer the *Star* had used in a year. "RAGING KAW INTO ARMOURDALE" was the eight-column head. This sharp typographical departure from the paper's usual conservative pattern of one and two-column headlines signalled the beginning of a week of what for the *Star* was extremely unorthodox make-up.

The extra carried seventeen flood pictures. Normally the paper uses from five to ten local photographs. The next four editions that flood Friday also carried streamers and set an all-time record for pictures.

Until about 9:30 o'clock that Friday it looked like the flood damage would be confined to the Kansas side of Metropolitan Kansas City. Then sandbags holding back water from the rich Central Industrial district gave way to the muddy torrent. The water poured through the gap into the district, most of which is in Missouri. Soon it rose so high that it poured

over a levee designed to protect the area to a 36-foot flood crest.

To get their record number of photographs, picture men Robert Youker, Sol Studna, Ayers Blocher and others paddled, waded and flew.

In these first few hours of the costliest flood in the nation's history, the confusion of emergency activity at City Hall, at the Corps of Engineers, at the weather bureau and police headquarters required careful sifting of reports.

A few hours before the waters surged into the Central Industrial district, for example, that area was said to be safe from any flood waters by Army engineers. The river forecasters at the weather bureau were stunned by the rapid development of the flood and were unable to estimate crests accurately.

But all editions were met on time and the information was accurate. To handle the biggest story in the paper's history all staff members were employed. The feature editor and Sunday feature writers who had not worked on a local news story for years were pressed into city desk service and did rewrite from reporters who sometimes waded hip deep through flood waters to reach telephones.

Five new staffers, just a month out of Kansas and Missouri journalism schools, had a furious post-graduate journalism course. They scribbled multi-column heads and wrote and read copy on the day's top stories.

THIRTY minutes before the city edition was to go in that Friday afternoon, new havoc broke out near the flood devastated areas. An explosion echoed over the city and staffers rushed to newsroom windows.

From an area of oil storage tanks about two miles away we could see huge clumps of black smoke mushrooming hundreds of feet into the air, dimming the afternoon sunshine.

Virtually the entire staff was busy on flood stories and city editor Ralph Eades looked fretfully over the editorial room for someone to handle this latest disaster.

QUILL

SIGMA DELTA CHI SECTION

Section Two

September, 1951

Journalism Awards Presented at Waldorf

FOURTEEN persons, a newspaper, a magazine and a radio station were honored at the Waldorf-Astoria by Sigma Delta Chi for distinguished service in American journalism. Among the recipients



HOFFNER

was Mrs. Geri Hoffner, Minneapolis Tribune staff writer, first woman to be accorded recognition by SDX.

The bronze medallions and certificates and special citations were presented by Victor E. Bluedorn, executive director. Over 300 members and guests were present at the dinner ceremony.

Awards were presented to the following winners

and representatives:

Edward B. Simmons, The New Bedford Standard-Times, general reporting; Jack E. Krueger, WTMJ and WTMJ-TV, Milwaukee, radio reporting; Gordon Schendel, Collier's, magazine reporting; Bradley L. Morison, The Minneapolis Tribune, editorial writing; Leo O'Brien and Howard Maschmeier, WPTR, Albany, radio news; and William K. Hutchinson, INS, Washington correspondence.

Also Keyes Beech, The Chicago Daily News and Don Whitehead, Associated Press, foreign correspondence (dual award); David Douglas Duncan, Life, news picture; and Robert S. Harper, of Columbus, Ohio, author of "Lincoln and the Press," research about journalism.

The following representatives were present to accept medallions and certificates:

Wright Bryan, editor of the Atlanta Journal, an award to the Journal for public service in newspaper journalism; Victor W. Knauth, president, and Daniel W. Kops, vice president, an award to station WAVZ, New Haven, Conn., for public service in radio journalism; and John Lear, associate editor, Collier's, an award to Collier's for public service in magazine journalism.

Bluedorn also presented special citation certificates to the following:

Geri Hoffner, The Minneapolis Tribune, general reporting; Bruce Blossat, NEA Service, Inc., general reporting; and Howard Whitman, magazine reporting for articles appearing in Collier's.

Michael V. DiSalle, director of the

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Detroit Gets Set to Welcome 51 SDX National Convention

New Award Recognizes Undergraduate Service

PAST presidents of Sigma Delta Chi are inaugurating a new contest for undergraduate members this year. A special ring will be awarded to an undergraduate member who has best served the fraternity during the past year, it was announced by Victor E. Bluedorn, executive director.

The special ring is being purchased by past presidents of SDX, and the judging will be by a committee to be appointed by President John M. McClelland Jr. Nominations, with supporting evidence, are invited from chapter advisers.

Competition is also underway for top honors in seven other contests with winners to be announced at convention, November 14-17.

Undergraduate chapters are striving for top honors in the Beckman chapter efficiency contest and the Hogate professional achievement contest, with deadlines for the required entry-reports set for October 15.

Other contests include one for campus newspapers and another for campus magazines, and a third for photography which is open to undergraduate members of SDX. Closing dates are October 1.

All professional chapters are required to submit a report before October 1. Entries will be studied by a jury and the chapter which is doing the best job of encouraging and aiding professional newsmen in raising the standards of their performance will receive a special certificate. A second competition among professional chapters, annually cites the chapter rendering the greatest service to The Quill.

Historic Site Dedication Planned for October 21

SIGMA Delta Chi will honor the memory of George Wilkins Kendall, first war correspondent to achieve fame, in New Orleans on October 21. Plans for unveiling a plaque in recognition of the distinguished Mexican War correspondent and co-founder of the New Orleans (La.) Picayune are now being made. Members of Sigma Delta Chi are invited to attend.

The 1952 selection of a historic site will be made at the Detroit convention in November. Members desiring to file nominations should contact Chairman Irving Dillard, St. Louis (Mo.) Post-Dispatch.

THE 250-YEAR-OLD auto maker to the world will play host to the 1951 Sigma Delta Chi national convention.

The city is Detroit, founded a quarter of a millennium ago this year by a far-wandering Gascon with the rippling name of Sieur Antoine de la Mothe Cadillac.

Convention dates are Wednesday, November 14 through Saturday, November 17.

The local convention arrangements committee, under the general chairmanship of Leonard R. Barnes, former president of the Detroit chapter, is working in conjunction with national on arrangements.

The great moment for Cadillac and Detroit fell on July 24, 1701. The sieur's considerable company was composed of 50 officers and soldiers, 50 French voyageurs, two priests and 100 friendly Indians. They were there by grace and grant of Louis XIV, the sun king. Their purpose was the establishment of a fort—Pontchartrain was its first name—and fur trading post.

Cadillac, an old hand in the area, knew what he was about. He chose a site that would effectively command "Detroit"—or the narrows—through which all the waters of the upper Great Lakes had to pass on the long journey to the sea. The waterways of the New World were its highways in the 18th century.

Detroit has come a tremendous way since that long ago July morning. Members of SDX will see this fall—instant of the stockaded huts of the French trappers, a microscopic dot in a vast wilderness—a huge city whose approximate 3,000,000 population spreads over parts of three counties.

Instead of by birch bark canoe, they may come by half a dozen major railroads; by plane to Willow Run, one of the world's largest and busiest airports; by any of a score of trunk highways, or by boat, along a heavily travelled river.

They will find themselves in a metropolis that poured forth \$23,000,000,000 worth of war material during World War II; the city that created and—above all

[Continued on page 2]

Detroit Gets Set

(Continued from page 1)

other cities—exemplifies industrial mass production. Detroit is situated between Lakes Huron and Erie, on the half-mile wide Detroit River that carries more tonnage than the Suez, Kiel and Panama Canals combined. It is not unusual for a score of giant lake freighters to be passing Detroit at the same time.

Here is the capital of General Motors, world's largest corporation. Here, in neighboring Dearborn, is the Ford Motor Company's Rouge plant, world's largest industrial unit, whose approximately 1,200 acres encompass a private railway system with more than 100 miles of track, and a private harbor from which ships sail to all parts of the world. Here are the plants of the motor empire founded by Walter Chrysler. Here are Packard, Hudson and many more.

This year the area's factories will pour forth an estimated 5,580,000 motor vehicles with a retail value of about eight and one-third billion dollars.

Detroit is a border city, only five minutes from foreign soil. It is the only large American community from which, because of a quirk of the westward-flowing river, one must go south to enter Canada. Windsor may be reached by under-river tunnel or by the Ambassador Bridge.

Ever since last June, Cadillac's child, grown immensely big and famous under the last of three sovereignties, has been taking festive note of its anniversary year. Detroit will continue to wear gala garb for weeks to come.

More, however, than a desire to display festival Detroit to the Sigma Delta Chi fraternity impelled the Detroit Professional Chapter to bid for the 1951 convention. The membership thought it time SDX came back "home." For it was in Detroit, before the setting up of national headquarters in Chicago, that the fraternity's affairs were administered for approximately 15 years.

Eight Detroit Professional members have served as national president: Felix M. Church, the late Kenneth C. Hogate, the late Ralph L. Peters, George F. Pierrot, Franklin M. Reck, T. Hawley Tapping, Robert B. Tarr and Lee A. White. Six editors of the Quill were Detroiters and the Quill has called Detroit its home for most of its life. Five Detroit members have served as national secretary.

Yet not until this year has Detroit been host to a national SDX convention. The 32nd foregathering must look back to the third, in 1914, held at Ann Arbor, for one that was even close to Detroit.

This fall three other SDX chapters—just to make it statewide—will join with Detroit Professional as co-hosts. They are the Central Michigan Professional Chapter, organized only a few months ago at Lansing, and the Michigan State and University of Michigan undergraduate chapters. A large attendance is anticipated from these and other nearby chapters.

The 250th birthday spirit is reflected even in the place chosen for convention headquarters—Hotel Fort Shelby.

The hotel is on Lafayette Boulevard, Detroit's newspaper row, and the city's northern limit during its first 129 years. A few blocks east and south from the Fort Shelby is the spot where French boots first trod Detroit soil, the foot of present day Shelby Street. More directly, the hotel's name memorializes Fort Shelby, one of the British successors to Cadillac's Fort Pontchartrain,



JOHN LEAR, associate editor, (left) accepts award made to Collier's for public service in magazine journalism from Victor E. Bluedorn, Executive Director. Editor Lear wrote "Hiroshima, U.S.A.," the article singled out for top honors.

Bemis Resigns As Colo. Press Head

EDWIN A. BEMIS (Colorado '29), publisher of the Littleton (Colo.) *Independent*, resigned as managing director of the Colorado Press Association, July 1, a position he has held for nearly 30 years. He has been publisher of the *Independent* for 32 years and will continue in that capacity.

Ill health was given as the reason for Mr. Bemis' resignation. As association director, he founded the *Colorado Editor*, official monthly magazine of the association. He is also a founder of Newspaper Association Managers. He has served as district governor for Rotary International.

His newspaper has been published and edited in partnership with Houston Waring since 1926. The *Independent* has received recognition as one of the country's outstanding weekly newspapers.

Three Charters Withdrawn

CHARTERS of three professional SDX chapters were revoked recently by the executive council for failure to be represented at conventions by delegates or to pay fines and fees automatically assessed by national by-laws. The three chapters were located in Indianapolis, Indiana; Madison, Wisconsin; and Sacramento, California.

The fraternity now lists 32 professional chapters and announces that groups are being formed in Buffalo and Pittsburgh. Members residing in either of these areas and interested in establishing a professional chapter may contact one of the following:

Nelson Griswold, city editor, Buffalo (N.Y.) *Evening News*; or, Charles A. Kenny, *Cabbot & Coffman*, Clark Building, Pittsburgh, Pa.

Annual SDX

(Continued from page 1)

Office of Price Stabilization, spoke at the dinner.

Wives of honored newsmen attending the presentation ceremony included:

Mmes. Jack E. Krueger; Bradley Morrison; Leo O'Brien; Howard Maschmeier; Don Whitehead; Daniel Kops, Victor W. Knauth; Edward B. Simmons; and Bruce Blossat.

Seven Students Get Kansas State Awards

SEVEN JOURNALISM students at Kansas State College were presented awards for outstanding scholarship and work on student publications at the annual awards seminar. Sigma Delta Chi scholarship awards were presented and three cash awards were made in memory of former journalism students who lost their lives in World War II.

Cash prizes of \$50 each went to Lyle Schwilling for outstanding contribution to the editorial side of the *Daily Collegian*; to Catherine Merrill for outstanding editorial contribution to the *Royal Purple* yearbook; and to Richard Ehler for outstanding work on the business staff.

Wm. Burson Honored

WILLIAM H. BURSON (Georgia '48), United Press war correspondent in Korea, was honored by the 17th Infantry Regiment for "exemplary performance of duty" under heavy fire while getting stories on the "Buffalo Regiment" in combat. Mr. Burson was a graduate of the Henry W. Grady School of Journalism in 1949 and was formerly director of the University of Georgia News Bureau.

Chapter Activities

ST. LOUIS—Three citations for outstanding journalistic performance were made by the St. Louis Professional Chapter of Sigma Delta Chi. The citations went to RICHARD S. LEWIS and the *Star-Times* for the "Suckers-In-Swindle-Land" series; to DONALD GRANT and the *Post-Dispatch* for Mr. Grant's interview with Dr. ALBERTO GAINZA PAZ, editor of *La Prensa*, Buenos Aires; and to the *Globe-Democrat* for its complete textual coverage of the MacArthur hearings.

FT. WORTH—Cash prizes for outstanding editorial work in Ft. Worth daily newspapers were awarded to staffers by the Professional Chapter. Awards went to: Photo—WILBURN DAVIS, *Star-Telegram*, \$50 for aerial shot of a crashed B-36 plane; Sports—LORIN McMULLEN, *Star-Telegram*, \$50 for column on the place of sports in wartime; Editorial—JOHN PARKER, *Star-Telegram*, \$50 for editorial entitled "Our Disaster in Korea and the Road Ahead"; Features—BILL HAWORTH, *Star-Telegram*, \$100 for a series of articles on alcoholism; News—CARL FREUND, MARY CRUTCHER, JOHN RUTLEDGE, JOE TITUS and BILL MORRISON, all of the *Press*, \$100 for joint work on an underworld nitro bomb assassination. BOB CONSIDINE, *International News Service* writer, was the guest speaker at the awards dinner.

KANSAS CITY—The Greater Kansas City Professional Chapter of Sigma Delta Chi announced three scholarship awards, one each to Kansas State College; University of Kansas; and the University of Missouri. Awards are to be made annually by the chapter as a part of its program of relations with undergraduates in journalism. The scholarships, worth \$100 each, were awarded to HENRY S. BRADSHAW, Baton Rouge, La., student in the school of journalism at the University of Missouri; JACK ZIMMERMAN, student in the William Allen White School of Journalism, University of Kansas; and RICHARD EHLE, Great Bend, Kas., journalism student at Kansas State College. The selections were made by a committee of three members of the Kansas City chapter on the basis of: the applicant's commitment to journalism as a career; journalistic ability as indicated by the applicant's submitted samples of writing; extra-curricular activities related to the profession of journalism; and scholarship.

RENO—JOHN M. "JOCK" TAYLOR, one of the first group to be initiated by the Founders of SDX, addressed the University of Nevada chapter on Founders Day. Jock Taylor, initiated on May 2, 1910 at DePauw University, left college the next day to take a job on the Springfield (Mass.) *Republican*. He is now editor of the *Reese River Reveille*, Austin, Nevada. In the picture below, A. L. HIGGINSBOTHAM (left) chapter adviser welcomes Jock to his first meeting in 41 years while MARK CURTIS, chapter president, looks on. "Jock" holds a copy of Bill Glenn's *Sigma Delta Chi Story* which carries references to him.



MADISON—Four German newspapermen who have been exchange students at the University of Wisconsin this past year were recently initiated into the Wisconsin undergraduate chapter of Sigma Delta Chi. The Germans left the campus this summer to return to their native land, where they have newspaper jobs. Shown with them in the above picture are (left to right, standing) RALPH NAFZIGER, director of School of Journalism, and FRANK THAYER, chapter adviser. Standing at far right is ERWIN BOLL, Augsburg, news editor of the daily *Schwaebische Landes Zeitung*. Seated in front, left to right, are TINO REYCHARDT, Munich, *Heute* magazine photographer-reporter; FRANZ PREYER, Coblenz, *Rheinischer Merkur*, feature and editorial writer; and ADALBERT BECKER, Stuttgart, *Associated Press* correspondent.

ATLANTA—The Atlanta Professional and Emory University Undergraduate chapters' annual gridiron dinner Top Hat Award was presented to RALPH MCGILL, editor and columnist for the *Atlanta Constitution*. A large attendance heard notables roasted and ELMER DAVIS, radio commentator, make the main address.

SAN FRANCISCO—More than 75 members attended a Northern California Professional Chapter meeting which featured a panel discussion on the subject of censorship moderated by JOHN H. THOMPSON, KNBC manager of news and public affairs. Participants included ED RADENZEL, telegraph editor of the *San Francisco Chronicle*; MERRILL MUELLER, NBC news commentator and former foreign correspondent; G. K. HODENFELD, former Vienna bureau manager of the *Associated Press* and Major WINANT SIDLE, public information officer of the U.S. Sixth Army. The NCPC holds bi-weekly luncheon round tables at the Press Union League Club on the first and third Thursdays of the month for members of the fraternity and their guests.

CLEVELAND—KEYES BEECH, Sigma Delta Chi and Pulitzer prize winning foreign correspondent for the *Chicago Daily News*, told members of the Northeastern Ohio chapter of SDX the problems of Korea war coverage when he addressed the annual Founder's Day Dinner. "Five per cent of our job was covering the news and 95 per cent to get it out of Korea," he said. He blamed most of the war reporting difficulties on the acute shortage of facilities and the censorship, sometimes double censorship. Chapter president PHILIP W. PORTER, assistant Sunday editor and columnist of the *Plain Dealer*, presided at the August meeting. GROVE PATTERSON, editor of the *Toledo Blade* and national honorary president of Sigma Delta Chi, was the principle speaker.

MISSOULA—PATRICK MONKHOUSE, assistant editor of the *Manchester Guardian*, visited the Montana State University campus and spoke at a luncheon meeting of the undergraduate chapter. He pointed out that England has no formal system of journalism education, with the exception of a course taught to reporters for the *Beaverbrook* newspapers.

SDX Personals

STEVE RICHARD (LSU '49) is city hall reporter for the Beaumont (Tex.) *Enterprise*.

WILFORD C. KING (Colorado '30), formerly with the Junction City (Kan.) *Daily Union*, is now on the staff of the Pratt (Kan.) *Tribune*.

KAZ OSHIKI (Drake '49) is news editor of the Grant County Independent, Lancaster, Wis.

DELBERT MCGUIRE (Texas '47) is professor of journalism at North Texas State College, Denton, and editor of *Automatic World*, Ft. Worth, Tex.

JOEL SWENSEN (Wisconsin '22) is an account executive with Dudley L. Parsons Co., New York public relations firm.

R. G. KUHLMAN (Drake '49) is a district manager in the city circulation department of the Des Moines (Ia.) *Register and Tribune*.

CLARENCE B. LIBBERT (Purdue '27) is vice-president and treasurer of Acme-Goodrich Milling Co., Noblesville, Ind. **LESLIE J. MARTIN** (Oregon '49), formerly in the University of Minnesota School of Journalism, is now teaching in the political science department at Minnesota.

EDWIN J. SIDNEY (Iowa State '50) is city editor of the Pierre (S.D.) *Daily Capital Journal*.

GEORGE E. TERRELL (Oklahoma A & M '50), formerly state editor of the Marshall (Tex.) *News Messenger*, is now state editor of the San Angelo (Tex.) *Standard Times*. **THOMAS STEPH** (Oklahoma A & M '48), formerly head of the Pampa (Tex.) bureau of the Amarillo (Tex.) *Globe-News*, is night wire editor of the San Angelo *Standard Times*.

LOUIS A. ROSA JR. (Temple '50) is a reporter for the Wildwood (N.J.) *Leader*, a weekly newspaper.

GEORGE H. KNOX (Indiana '46) is associate editor of the Stevens-Davis Co., Chicago public relations firm.

STAN CRESSLEY (Indiana '50) is editor of the Graphic at Portland, Ind.

M. WAYNE WOLFE (Indiana '50) is public relations director of River Falls State Teachers College, River Falls, Wis.

CHARLES H. CALLISON (Missouri '37), formerly editor of the Missouri Wildlife magazine, is now assistant conservation director of the National Wildlife Federation, Washington, D.C.

THEVIE JACOBS (Indiana '29) is operating his own advertising agency (Tevie Jacobs), Indianapolis, Ind.

PAUL BRINK (Iowa '50) is telegraph editor of the Odessa, (Tex.) *American*.

NEIL A. ADDINGTON (New Mexico '50) is a reporter on the Albuquerque (N.M.) *Journal*.

CHARLES H. ROPER (Okla. '50) is news editor of the Hot Springs (Ark.) *Sentinel-Record*.

CHARLES A. WRIGHT (Temple Prof. '31) is account executive in the public relations department of Ketchum, MacLeod & Grove, Inc., Pittsburgh, Pa.

DALE J. COOK (Wash. State '50) is a reporter on the Columbia Basin News, serving Richland and Kennewick, Wash. **ARTHUR H. WAKELER** (Columbia '31) is day news editor, National Broadcasting Co., New York.

MITCHELL I. LEWIS (Wash. & Lee '50) is a member of the display advertising staff of the Dallas (Tex.) *Morning News*.

AMERICUS COVELLO (Mich. State '50) is associate editor of *IGA Grocerygram*, Chicago, Ill.

Nicholson, Third SDX To Edit Linotype News

ROBERT C. NICHOLSON (Ohio State '50), acting editor of *The Linotype News* for the past year, has been named editor.



NICHOLSON

Prior to his appointment as assistant editor of the magazine in the spring of 1950 he was employed by the *Press of Hollenback*, Columbus, Ohio. A veteran of World War II, he served with the 66th and 42nd infantry divisions in Europe.

All three editors of the *Linotype News*, during its 29-year history, have been members of Sigma Delta Chi. John Allen (Wash. & Lee Prof. '34) was editor from 1922-1947; Wesley Carter, (Kentucky '34), 1947-1950. Both are deceased.

FLOYD E. BOONE (Alabama '50) is editor of the *Lake County Citizen*, Tavares, Fla. The *Citizen* is a Perry-owned weekly published by the cold-type process of photoengraving.

ELMER E. HALL JR. (Miami '48) is city editor of the Bryan (Tex.) *Daily News*, having previously been sports editor of the *News*.

RAYMOND A. MULDOON (Northwestern '49) is publications director and editor of *The Wash Line* at the Whirlpool Corp., St. Joseph, Mich.

WILLIAM N. MUSTER (Illinois '50) is manager of the new Minneapolis bureau of Acme Newspictures.

MORIE COTTON (Kansas '48) is publisher of the Lincoln County Tribune, Sunday newspaper published at North Platte, Neb.

RICHARD C. SHIRLEY (No. Dakota '50) is editor and publisher of the Hot Springs (Mont.) *Sentinel*, weekly newspaper.

EARL E. NEIBESCHER (Kansas '50) is news editor of the Dighton (Kans.) *Herald*, a weekly.

L. D. NEWS (Okla. '50) is police reporter for the Oklahoma City (Okla.) *Times*.

CHARLES E. TEUFLE (Indiana '50) is a reporter for the Elkhart (Ind.) *Truth*.

G. DALE MULLEN (Kansas '50) is a news photographer for the Parsons (Kans.) *Sun*.

Serving Uncle Sam

Col. HUGH H. SOFER (Minn. Prof. '37) has resigned from the Alexandria (Va.) *Gazette* to join the Washington staff of the International Press and Publications Div., Department of State. He is a member of the Washington Professional Chapter of Sigma Delta Chi.

ORISON R. AGRY (Syracuse '48), formerly publicity director of Bennett College, Greensboro, N.C., has been appointed assistant information officer for the Department of State at Lagos, Nigeria. He was formerly a staff member of the Cleveland (O.) *Call and Post* and served as correspondent for the *Chicago Defender*.

THOMAS M. SMITH, president of the Northern California Professional Chapter of Sigma Delta Chi has returned to active duty as a colonel in the Air Force. He is stationed at Maxwell Air Force Base, Ala., attending the Air War College. Upon completing his course, he will return to his post as associate business manager of the San Francisco (Calif.) *Call-Bulletin*.

Two undergraduate members of Sigma Delta Chi from Kansas State College have been called to active duty in the U. S. Navy. They are **EARL W. CLEVELAND**, formerly of Junction City, Kas., and **ROBERT W. MOORE**, formerly of Augusta, Kas.

ROBERT LA BLONDE (Marquette '29), vice-president and public relations director for Foote, Cone and Belding International, has been granted a leave of absence for a special six-month assignment with the U.S. Department of State. He will serve as a consultant on the department's world-wide information activities.

PAUL A. SHINKMAN (Michigan '20), formerly WBCC radio news commentator, Washington, D.C., has been granted a leave of absence to serve as public information officer on the staff of Ambassador Walter J. Donnelly in Vienna, Austria.

LEWIS MALCOLM RODMAN (Iowa U. '49) was graduated from the State University of Iowa last June and received a reserve Air Force commission, reporting for active duty as a public information officer, Baltimore, Md.

Obituaries

ASHTON STEVENS (Chicago Professional '47), 78, dean of the nation's drama critics, July 11 in Chicago. He had been critic and columnist for Hearst Newspapers in Chicago, New York and San Francisco since 1897. He had been drama critic of the old Chicago *Herald-Examiner*, beginning in 1910, continuing in the same post with the Chicago *Herald-American*.

JUSTIN BARRY, (Iowa Professional '51), 78, publisher and president of the Cherokee, (Ia.) *Daily Times*, July 15. He received the Iowa Master Editor award in 1947.

JIM BIGGERSTAFF (Oklahoma Professional '35), 76, retired publisher of Wagoner, Oklahoma newspapers, May 18.

JOE K. BILLINGSLEY (DePauw '17) Newton Center, Massachusetts, June 13.



**Wear Your
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Standard plain \$ 5.00
Crown set pearl..... 16.25

Twenty per cent Federal Tax and any state tax in addition. Order from your Central Office.

Write for complete price list and FREE jewelry catalog.

L. G. BALFOUR COMPANY
Attleboro, Massachusetts



Photo by Jim Post, Kansas City (Kas.) police department

Television helps cover a big oil fire that raged for 100 hours during the Kansas City flood. Staffers manning one camera and a microphone at the foot of the 724-foot antenna on top of the studio of WDAF-TV, Star station, are (from left to right) Harry Thomas, Bill Bates, Bobb Kerr and Bill Ladish.

Every regular reporter was busy on the flood so he signalled Alvin McCoy, the *Star's* Kansas political writer, who went into action and in less than half an hour got a thorough story of the oil explosion. It was the first such local news break Al had written in years.

This fire burned for more than 100 hours during the flood emergency, ravaging seven city blocks in an industrial area. A *Star* man stayed with the firemen throughout the blaze, one staffer going on at 3 o'clock in the morning and sticking within heat's distance of the conflagration until 2 o'clock in the afternoon when a night-side reporter took over the task. The exact cause of the fire was never determined.

The beginning of this fire was the start of the *Star's* television coverage of the flood and fire disaster. The area

of the flames happened to be less than a mile from the studios of WDAF-TV, the newspaper's station.

There continuity writers, technicians and announcers wasted no time. They quickly hauled a cumbersome TV camera to the top of the studios and began telecasting a flame-by-flame account of the blaze to more than 100,000 video viewers in the Kansas City area.

THE camera was kept up there throughout the 100 hours and network programs were interrupted regularly for glimpses of the conflagration. Randall Jessee of WDAF-TV and his station co-workers went by boat into the flood and fire area every day taking hundreds of feet of film. These were shown in between direct telecasts of the fire.

Saturday, July 14, the TV men took

a camera to the top of the 35-story Fidelity building in Kansas City and caught the entire flood and fire picture in a vast sweep of the video lens. It was one of the most spectacular television news jobs in the short history of the medium.

Meanwhile, radio men were by no means idle. WDAF, as well as other Kansas City frequencies, stayed on the air all night Friday, Saturday and Sunday broadcasting bulletins. Announcers worked around the clock.

The eight-column headlines continued Friday, Saturday, Sunday and Monday. Tuesday the banner headlines began to decrease to five columns and later to three columns.

At City hall, Harry Jones, the city administration reporter, had his busiest time since the Pendergast political upheaval of more than a decade

[Turn to page 10]

See Here, Mr. Martin: How About a

An ex-publicist maintains that

Publicity's Job Is to Paint The House, Not Rebuild It

By DARWIN TEILHET

THE way I see it is not the way Deac Martin sees it in his article in the June *QUILL* where he states that the definition of good public relations which he likes is Good Conduct and Getting Credit for It, very properly capitalizing the great heart words of the slogan for them to jump out at you and knock you in the eye.

"Public Relations," itself, is one of the slick phrases coined in the '20s, which took root in the '30s, exactly as salesmen selling real estate began calling themselves realtors and operators of funeral parlors decided they were morticians. The publicity man suffered some little ill-repute because a good one was usually a hustler who got as much free space as he could for a client by means which newspaper editors, particularly, often considered questionable.

Darwin Teilhet, author of modern and historical novels and mystery yarns, was a publicity and advertising man for many years before free-lancing.



Presumably Mr. Martin's little piece was addressed to young newspaper reporters who are casting their eyes over the fence toward what appear to be greener pastures. If Mr. Martin will forgive me, I doubt very much if he means what he says. For one thing I doubt very much if a man engaged by a corporation to do public relations work is at all interested in closely examining the ethical moralities of that corporation.

For another, I doubt if any public relations expert is competent to certify to the morality of a corporation because there is such a widely diversified spread of opinions among all the people of our nation upon what is bad conduct and good conduct and merely ordinary conduct of a corporation as it conducts its affairs.

Finally, from my experience of a

THE June issue of *The Quill* published a down-to-earth article on public relations by Deac Martin, veteran Cleveland, Ohio, publicist. Deac defined sound public relations as "Good Conduct and Getting Credit for It." He commented that he was not "the slightest bit interested in attempting to reform a client . . . If he hasn't already reached the conclusion, before coming into my life, that good conduct is good business, his tootsies may continue hellward as far as I am concerned."

This brought prompt and vigorous objections from California and Deac's own Ohio, for reasons that were practically the extreme opposites. From Los Altos, Darwin Teilhet notified *The Quill* that Deac's "interesting and sudsy piece" gave him "an uncommon desire to take typewriter in hand in an effort to do a little plain speaking." Walt Seifert wrote from Columbus that Deac's "myopic screed" made him "see red" and begged the privilege of answering. Both did, and here they are.

Informed of what was about to happen to him, Deac wrote: "Delighted that the piece brought such violent reaction from at least two. I wish there had been more."

decade in public relations activities until the war, some considerable experience in propagandizing the enemy during my term of service, and now as an interested bystander in my own parched field of writing lies and labelling them plainly as such and selling them between hard covers as novels, I must confess in all my time I have never heard of a public relations expert who was offered a fat fee or even a satisfactory fee by a corporation of any standing at all who has turned down that fee because he decided the corporation was guilty of bad conduct.

It would be preposterous for a public relations expert to do such a thing because at once, by doing it, he thrusts himself out of his own field by attempting to judge the bad or good conduct of the corporation wanting to hire him for an entirely different purpose.

Client's Bad Conduct?



Walt Seifert, now with Byer & Bowman in Columbus, is a former Ohio newspaperman who has publicized items from Bermuda to Britannica.

As proof of what I am saying, I submit to readers of this piece, newspaper men primarily, I assume, that they must know as well as anyone that there are a number of corporations in this country whose conduct toward the public, or toward the public good, by any definition, has been so bad or so unwise that such corporations have been forced to make a public confession of a change of heart.

THE truth is, it seems to me, that intelligent management of any corporation has one responsibility: Its task is to stay in business and to make a profit, when possible. Whether or not it is an advantage to the public for that corporation to stay in business has nothing to do with management's problem although usually it makes sound sense for the management to divert a small percentage of its budget toward persuading the public it is to the public's advantage.

The public relations expert is not concerned, primarily, in establishing management problems. He is the house painter. He embellishes or covers up the frame-work which the architect has designed and the builders have erected. The painter may personally like or dislike the structure he is hired to paint but he be-

A publicist wants to know:

Would a Physician Treat Only Healthy Patients?

By WALT SEIFERT

DEAC MARTIN, who wrote about public relations in the June issue of *THE QUILL*, questions his ability to discuss the subject. I am sure that many others share the doubt.

I find Martin's view narrow and confused. It does not square with the modern theory of public relations—as expressed in a dozen good texts and hundreds of lectures. Nor does it jibe with the public relations practice I have observed at close range for the last fifteen years.

Like any other young "profession" we have our share of charlatans. But we also have a lot of solid thinkers and doers; men who are changing the whole course of American industry.

Martin says he is "not the slightest bit interested in attempting to reform a client and put his feet on paths of commercial righteousness." That's fine with me, but it doesn't represent the attitude of any successful public relations man I know.

Those of us who do more than publicity spend most of our time "reforming" clients. If they do not have an employee newspaper we start one. If their stockholders are in the dark, we prepare an informative, attractive annual report.

If they have ignored the communities in which they live, we build goodwill and understanding through such projects as open houses and plant-city ads. If they lack an employment policy, we get one adopted and report it in a handbook. We do these things believing that commercial success depends on making friends with all publics an institution has—not just

with the editors who publicize its products.

Mr. Martin says good conduct's good conduct, and he isn't interested in firms that haven't seen the light. If he were a doctor, I presume he would only treat people who are well. But public relations, as practiced on the nicer levels, is especially interested in firms that are sick—firms that want to make friends with their many publics but don't know how.

THE expert practitioner applies his remedies just as a doctor does. He diagnoses corporate conduct; sees what it lacks, and then prescribes. I have seen the entire complexion of companies changed by the standard techniques of public relations.

Mr. Martin's contention that trade relations and employee relations are not part of public relations is myopic, indeed. Most of us look in all directions, changing conduct and sharing information wherever it is needed.

In addition to these things, we of course send business news to newspapers, magazines, radio and TV. But I do not believe we write exclusively "to editors" as Mr. Martin infers. Instead, having served an apprenticeship as a newspaperman, I'd write directly to readers. That, as any smart cub knows, is the best way to get an article published.

Public relations, though very young, has already won its spurs as an ally of business and the press. Through the vigorous and vigilant American Public Relations Society it can handle its enemies nicely. But, if Mr. Martin's creed is any criterion—God spare it from its "friends."

comes ridiculous, if not a jackass, if he refuses to paint such a structure because he had decided artistically it is immoral.

In short, it seems to me that any young reporter who thinks he can make more money by going into

public relations work should understand from the start that he is entering one of the areas of propaganda activities. There are enough technical problems within the large field of propaganda manipulation to occupy him all of his life. It is quite possible

that he may discover by means of surveys, usually undertaken by specialists in the polling field, that the corporation hiring him has in one way or another rubbed against the grain of the general public.

But for the public relations expert to resign, to quit his job, on the grounds that his employers are guilty of bad conduct toward the public, would seem to me to amount to betrayal or quitting under fire. If management decides to change policies, well and good. If the management is satisfied that it can continue in business and continue to make profit, under existing policies, it then becomes the task of the public relations expert, I would think, to use all the resources at his command to warp public opinion around to accepting the policies at present established by his employers.

IN the advice which Mr. Martin extends to would-be public relations experts it seems to me that even he contradicts himself in regard to general operating morality, or of Getting Credit for Good Conduct. In his "By-line" he is quoted as saying that he is "tolerant of practically everything except New-Fair Deal sophistries." Somehow I want to puke slightly when I see such a statement written by a man engaged over a number of years in selling his services to clients on the argument, presumably, that he understands what makes the general public tick.

For twenty years, regularly every four years, the majority of adult citizens in this country have been voting for men who stand for the New-Fair Deal sophistries, whether or not those of us engaged in selling to or writing for the general public approve.

If what I recollect reading in newspapers is at all true, it seems to me that a large share of the voters who have voted for New-Fair Deal sophistries are also of the opinion that a great many of our larger business firms now or in the past have operated with little regard for any sort of good conduct toward the public.

It seems to me, quite possibly, that the reason a sizable section of the general public has attitudes still ranging from those completely antagonistic to merely apathetic toward the sort of business venture which by and large has established the very pleasant nation in which we live—it seems to me, I say, one reason such a share of our general public has failed to appreciate the hardy characteristics of American business enterprise is because so many of our public relations experts have let themselves

fall into a bog of moral issues, completely irrelevant to their special problems.

The public relations expert's function is not to judge management policies. Management falls or succeeds in the long run by the policies it establishes. If the management of a company decides, for example, to hire gangsters for a period, to help operate certain phases of distribution, as long as such a decision is profitable to the company and as long as the general public makes no strong objection by declining to buy the corporation's products, why, then, management is fulfilling its function. So it goes.

Perhaps it is time for the public relations expert to remind himself that, in fact, his task is to get free

publicity, favorable if possible to his client, just as the mortician's task is still to be an undertaker and the realtor's is still to buy and sell real estate. If the public relations expert cannot get free and favorable publicity for his client, his next task is to get the best offered; and finally, if the best offered has a loud smell to it, he must exert every means possible to muffle any mention of his client in the public journals.

Actually, I suppose, the reason why the public relations expert usually receives a higher fee than the publicity man is because the public relations expert, in time, becomes a specialist and an expert, out of necessity, in learning how to prevent public journals from printing anything at all about his client.

A Flood Fails to Stop the News

[Continued from page 7]

ago. He did a remarkable job of sorting the important details out of a myriad of emergency orders issued from disaster headquarters on the twentieth floor of the hall.

And in the thick of the flood five *Star* men got "arrested." Three television staffers and two city desk men were covering the havoc in the Central Industrial district by boat when an army duck happened to come by. A duck, of course, is the amphibious army craft which cruises or rolls.

A soldier operating the duck invited the five newsmen to come along with him for a tour of flood-devastated areas. The reporters were glad of the opportunity and asked no questions. A short while later police stopped the duck and took its driver and the newsmen to headquarters.

The soldier, a bit over-zealous in all the flood excitement, had simply driven the duck away from a nearby army base without authorization and began to tour the flooded districts. The police freed the newsmen as innocent joyriders.

Delivery of the *Star* was accomplished under the most improbable conditions. But it got through. In some instances deliveries for a day or so were limited to once a day, but in most cases they were made the customary twice-a-day.

Extra trucks, boats, launches, airplanes, every possible means of transportation, was used to get the papers through. To reach one marooned city,

trucks went more than 430 miles by a circuitous back door route rather than the regular ninety miles.

Throughout the flood, the *Star's* congenial boss and top reporter, Roy A. Roberts, was at his desk to give suggestions and to solve any mechanical problems that might arise. And he set about quickly to make sure that a flood like this one would never happen again.

He plugged for immediate flood control meetings. In a front page editorial Sunday, the *Star* set the rallying cry, "Never Again." The delays on flood control, he pointed out, now had been shown to be disastrous and the measures assuring control must be enacted.

Fortunately there were no serious production difficulties in getting out the paper. *Star* newsprint reserve was in its new warehouse across from its building. Most of Kansas City is built on high ground. No flood could touch it. The great losses, as far as Kansas City, Mo., was concerned, were in the industrial sections.

Curiously, the one spot where there was trouble in publication was ink. The *Star's* tanks were filled Thursday night. The Central Industrial district was supposed to be flood proof.

The next morning there was fourteen feet of water over the reserve ink supply down at the Johnson Ink Company's big storage plant. Trucks and tank cars were started to St. Louis by circuitous route and in forty-eight hours reserve ink was being brought in.

Combatting the Big Lie

By ROBERT S. STROTHER

Americans feel hurt and angry because we are misunderstood and misrepresented abroad. But we must realize that we are waging a psychological war and use all the propaganda weapons we have.

MOST Americans realize unhappily that the rest of the world does not seem to understand us very well. Not only our known enemies behind the Iron Curtain, but too many people supposed to be on our side seem to question our motives, scorn our generosity or remain determinedly ignorant of what we are or stand for.

It is obvious that something must be wrong with our international public relations. I am definitely not an expert on global public relations. If I were I should be very lonely, because I don't know anyone who really is an expert in that field. But certain aspects of foreign opinion toward the United States are all too evident. There must be ways to combat this more effectively.

The most important aspect of foreign opinion, it seems to me, is the fact that no nation anywhere quite shares our own feeling of the sharpness of the division between East and West.

We see this struggle, correctly I am sure, as the difference between freedom and slavery, between right and wrong. Other nations paint the struggle in less decisive colors. In too many it is viewed simply as a tussle between two great powers, and the sole issue is to try to avoid being stepped on by either.

In Europe generally, our position is misunderstood or is deliberately distorted. In Asia it isn't even known. Instead of misunderstanding, we have complete non-comprehension. As far as the great mass of the people is concerned, we have complete indifference as well.

ALL this puzzles our people and the distortions exasperate them. When the most generous nation in all history becomes Uncle Shylock; when the American people become warmongers; when black is white, day is night, and Russian despotism is a People's Democracy—when the meanings of words are twisted 180 degrees, decent people are entitled to feel outraged.

They know they are being victimized. Not all of them realize they are the victims of the technique of the Big Lie; that good old words and concepts have been murdered in the psychological war.

Public opinion abroad is incapable of believing that our motives in helping them have any considerable element of generosity or benevolence. When the Reds say we started the Marshall Plan simply as a means of dumping goods in order to prevent a depression here, that Big Lie seemed perfectly reasonable to a high proportion of the people in Europe.

The very volume of our benefactions reduces their value. It can't be real money we're spending, the thrifty man abroad thinks. Since our wartime propaganda line was the inexhaustible productivity of America, with no hint that it entailed any sacrifice on our part, the people elsewhere were prepared to believe that our power is purely the result of a lucky accident.

INTELLECTUALS in both Europe and Asia are particularly fond of this theme. They take solace in our lack of culture, and they spend a lot of time dredging through American literature to find the seamiest picture of any aspect of American life. You can safely predict that "From Here to Eternity," for example, will be a great success in Europe.

The intellectuals are definitely influential. Their scornful attitude toward the U.S. is, of course, zealously re-inforced by the Commies. America is young and brash, with no culture. It is old and decadent. It is full of senseless drive, it is weak and tired, or whatever the occasion seems to demand.

The press abroad is often hostile to America. Foreign newspapers are given to sending over writers whose accounts of America are Broadway or Cicero, Ill., in character. Every American chews gum, speaks with a Brooklyn accent, and probably packs a rod.

Hostility abroad, and envy—which



Robert S. Strother, now assistant director of the huge international editions of *Reader's Digest*, is a former foreign correspondent and publicist as well as an OWI and Army veteran.

is probably in most cases the same thing—are greatly aided by our own clumsiness in handling national public relations. As an example, take the case of our cancellation of \$25 billion in Lend-Lease owed us by Great Britain.

Instead of handling this in such a way that everyone in England knew about this huge gift, instead of having a great mortgage bonfire on the steps of Parliament or something of that kind, we handled it so that everyone in England was sore because their supply of dried eggs was abruptly cut off. The \$25 billion was forgotten.

Consider the way we handled UNRRRA, for still another and more continuously idiotic example of bad public relations. We put in all the beans but the Russians often called the shots and took the credit. If any enterprising journalist has the time to dig into that mess he should find enough skulduggery to keep him in business for a long time.

The theory back of some proposals for continued big spending is that as long as there are underprivileged people, you'll have people ripe for Communism. Maybe there is something to the theory, but I would hate to see our country bet the required trillions of dollars to find out over a long period.

Ireland is dreadfully poor, and there are numerous impulsive characters there, while Czechoslovakia

was one of the more prosperous countries in Europe. But Ireland is virtually free of Communists, while Czechoslovakia had enough of them to give the Soviet its chance to take over by legal means. So maybe there is more to this problem than the relative standard of living.

My own guess is that money is not the main thing required. Certainly, when it is used to the exclusion of almost everything else, it doesn't get us very far. What are we doing abroad to combat the unfavorable view of us that seems to be so generally held? And how much good does it do?

AMONG our more direct efforts to influence public opinion abroad is the United States Information Service. To look at it, you have to look first at the OWI. The OWI record during the war was extremely spotty. While there were many able people in the organization, there was a rather startlingly high proportion of clunkers, too. This was largely because the organization had about the last pick out of the wartime manpower barrel.

One good thing that did emerge from OWI operations was the establishment abroad of a 24-hour United States news report to Europe and Asia. The need for such a report was urgently felt and the OWI started it. After the war, the regular news agencies took it up on much greater scale than before, so that now an immense file of American news is being transmitted through Press Wireless.

The USIS is, to a large extent, staffed with survivors of the OWI, and too much of its work is in the OWI pattern. The movies and the reading rooms are good as far as they go, but much more is needed. The Voice of America is improving, although it is still suffering from the great handicaps of being slow, dull and jammed.

What the USIS principally needs is a new approach which would recognize that in many areas we have passed the time when creation of a vague amiability was a legitimate objective. We are in the realm of psychological warfare. That is what the Russians are using against us. We are doing little of this against them.

Psychological warfare, and in fact all propaganda, must be waged on the basis of local and personal interests if it is to be effective. It must be expressed in indigenous terms. The plight of Cardinal Midzenty cannot be given any deep interest to the masses in Asia, for example, since arbitrary arrest and prolonged imprisonment for imaginary crimes are all too familiar there.

Freedom of speech is a difficult concept to put over with people who for centuries have taken a good look around before expressing a view on the weather. But the Buddhist concept of family life can be successfully contrasted with Communist principles, and this can be expressed in suitable words of accepted Buddhist saints.

Arthur Goodfriend, a colleague of mine in the Army, recently completed a nine-month trip through Asia on a survey mission for the State Department. His report stresses the point I make here, and shows how it can be put into practice in large areas.

The Russians are using wandering story tellers, local editors, barbers and other centers for gossip, to put over their stories, all of which are

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Thinking is the newest and the most difficult of the arts. Nobody can engage in it very long at a time. It is too painful. Mostly we rely on ready-made opinions and we think more with our emotions than with our heads.

—GROVE PATTERSON.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

cast in local terms, and appeal to local or personal ambition—such as, of course, peasant ownership of the land.

The Russians rarely are seen, since they work through local dupes, whereas Americans are often seen in force. United States imperialism, about which they've heard a great deal, thus seems much more visible to them than the Russian variety. We too must work through the priests, the story tellers and the other makers of Oriental opinion, adroitly and with long-range objectives in view.

Radio Free Europe is able to do many of the things the Voice of America cannot do in talking to people in occupied and satellite areas in the West. There is a great need for a similar agency to operate in the Orient.

Radio Free Europe is able to prepare a news report locally, and so get the news to the people while it is still news. That has always been, and still is, a great trouble with Voice of America. By the time they've sent the news to New York, had it vetted there, and finally got around to rebroadcasting it to the area concerned, it is old stuff.

C. D. Jackson, head of the Committee for a Free Europe, said: "We'd rather make a mistake on an occasional broadcast than to have all our material arrive late. The only way

you can hope to get people to listen—and remember it is pretty dangerous to be caught listening in many places—is to give them important news while it is still news."

Radio Free Europe, by decentralizing its news operations and appointing local news managers in each area, is able to reach a growing number of listeners. The committee has positive knowledge that the contents of the broadcast are very widely circulated subsequently by word of mouth throughout the satellite and occupied countries.

Radio operations such as that of Rainer Hildebrandt's Fighters for Humanity in Berlin should be and will be expanded, and perhaps adapted for use in China. Hildebrandt broadcasts the names of Germans who have died recently in the concentration camps operated in Germany by the Soviet secret police, the MVD. He also broadcasts names of Germans in the East Zone who are spies for the MVD. His organization monitors Soviet broadcasts of events in East Germany, and comes on the air with truthful accounts of the same events.

This activity is made possible, of course, by a volunteer intelligence network throughout the East Zone. The results of work of this kind can be immense. They are of great importance right now. It encourages the Germans in the East Zone to hope for liberation and to defy their Soviet masters. It has set the pattern for converting placid propaganda of the OWI type into active psychological warfare against the enemy.

Goodfriend believes that the truth about Russian activities is beginning to be known through Asia. He said it better than that, however. He said "the stink of Communism is beginning to leak through the fish-wrapper in much of Asia." Proper radio and similar activities could greatly speed the realization that Communism, disguised however well at first as land reform, is Russian imperialism, the same old despotism with new features of savagery and repression.

THE job of telling our story and of combatting the Soviet story is urgent. We must use every avenue for this job, and I am glad to be associated with one phase of that work—the distribution of American magazines abroad. We believe that in circulating American ideas—or more correctly the ideas of the free world—abroad, we are helping provide an antidote to Russian poison.

It seems fair to say that the rapid growth of the International Editions of the *Reader's Digest* is a hopeful sign in the war of ideas between East

and West. During the ten years since the first of them was started, the combined foreign sales have grown to 6,500,000 a month. There are twenty-six separate editions, printed in eleven different languages, and circulated in 101 foreign countries and territories.*

Our research people have established that no fewer than 25 million people a month, outside the United States, read the magazine. This circulation is not subsidized in any way, and neither is the editorial content of the magazine doctored for foreign consumption. Our readers abroad lay their shillings, lire, pence and yen on the line for the magazine because they like it. The fact that people are willing to spend their own money to learn about the free world seems clear proof that they do not blindly accept the propaganda they are being fed.

WHEN the International Editions were started some people said the magazine was too distinctly American to have any appeal abroad. They said its interest in showing people how they might lead fuller, more satisfying lives, would strike sophisticated foreigners as naive.

The editors of the magazine, however, felt that basic ideas should appeal to the basic humanity in all men. They hoped that by speaking on the level of universal humanity they would be above the great differences in nationality and therefore understandable to all people of good will.

We believe that our foreign-language editions are working a change in foreign journalism. Many new publications have sprung up which produce shorter and more punchy articles, and which replace purely literary articles with articles that appeal to universal interests.

Languages remain a barrier, but they are not as high a barrier as they once were, not when twenty-five million people abroad say in effect each month, "This magazine is speaking my language." Of course they do not mean the Spanish or Japanese or Finnish in which they receive the magazine. They mean a much greater language than that.

They mean the language of the common decency of mankind, the language of men and women who believe that it is worthwhile to develop their own minds and personalities. And people who speak that language cannot be good subjects of Mr. Stalin's Moloch state.

*See The Quill for October, 1949: "In Eleven Languages, Readers Are Much Alike" by Marc Howe.



Advertisers

From where I sit by Joe Marsh

A Tonic For The Missus

The missus came marching in with a new hat yesterday. She was as happy as a circus poster.

I've learned one thing about the hats she buys. A hat is a tonic to her. If she's feeling blue, nothing gives her a lift like a new hat. Now, I could trade in my old grey fedora without raising my blood pressure a notch. But I'll admit that more than once I've bought a new briar pipe I didn't need—just because life was getting a little bit monotonous.

With Buck Howell it's something else again. When Buck is feeling low, he gets over it by blowing on a broken-down clarinet he hasn't mastered in twenty years.

From where I sit, different people are *always* going to respond to different things in different ways. So let's keep a friendly understanding of what other folks get out of a new hat, an old clarinet, a chocolate soda or a temperate glass of sparkling beer or ale now and then.

Joe Marsh

A "Monopoly" Editor Can Do a Fine Job

(Continued from page 5)

syndicates better and more expensive features than if it were alone in the field. On the other hand, maybe not.

In some towns where there are still two newspapers, each is struggling to survive the other—both are competing for a volume of advertising that may be adequate for only one good newspaper, and as a result there are two mediocre papers. I don't think it is necessarily true that two papers in a field are always better than one.

What about the situation where a newspaper feels it must rush into print with a story when it has had time to assemble on'y part of the facts and no time at all to provide explanatory background material, all because it is afraid the opposition will beat them to the story?

Another common complaint is that the people of a community deserve more than one editorial viewpoint—that if they have only one paper they are subjected to one editor's interpretation of the news, one kind of political analysis, one set of prejudices and one brand of editorial page humor. But where can't a reader get more than one newspaper if he wants it? In my town you can get four metropolitan papers delivered to your door besides the local paper.

Men on the news side usually say they prefer competition. They want the thrill of doing better than the other fellow. And they also like the privilege of being able to say "No" to a self-seeking publicity hound, realizing that they are not barring him entirely from the press because he can go across the street to the other paper. An only paper has to print a lot of things it doesn't want to simply because it doesn't like being accused of taking advantage of its local monopoly on the printed word.

Of course there are newspapers which do and will continue to take advantage of a monopoly situation. The most common failing in such situations is usually sheer laziness. Walter R. Humphrey, the editor of the Fort Worth Press, told a recent Sigma Delta Chi convention that "The greatest threat to the newspapers of America in my book is the lazy editor The editor who has forgotten his people and who is satisfied with a neat typographical product, with his service club at noon, his golf game on Wednesday and Saturday afternoons and his poker session on Tuesday night."

A lazy editor in a one newspaper town is inclined to tolerate lazy reporters. They won't get out and dig for news because there is no one else in the field digging also. If they miss a story nobody else will get it. And if they don't get today's story they can always get it tomorrow.

ANOTHER great fault is timidity. Henry Watterson, one of the greats among American newspaper editors who became an international celebrity by writing unsigned articles in a newspaper which had less than 20,000 circulation in his heyday, said the only editor who could amount to anything was a man of salient characteristics owning a majority of the stock. Watterson was proof himself that this was wrong because he didn't own a majority of stock in the Louisville papers.

Oftentimes a one newspaper town editor is working for a salary and has no stock ownership at all. And because he is afraid of disagreeing or quarreling with the owners about editorial stands he avoids taking stands. This is probably the cause of more weak, innocuous, uninteresting editorial pages than most of the critics of the press realize.

A third common fault of a one newspaper town is stinginess on the part of the ownership. Newspapers today cost a lot of money to produce. You have to pay decent salaries in order to get competent newsroom personnel. You have to put out good money for wire services, picture services and features.

The stingy newspaper will stint on its editorial costs. It won't hire enough reporters to do the job right. It won't give the man who writes

the editorials time enough to really think what he is writing about, with the result that he rattles off something about the first subject that comes to mind in order to fill up his space, meet his deadline and have time for his other duties. That kind of a newspaper may make a very favorable showing on the profit and loss sheet. But it is robbing the subscribers of what is rightfully theirs.

The newspaper with the field all to itself can be as headstrong and arbitrary as it pleases. It can be not only lazy, timid and stingy, but it can commit such sins as leaving out news when friends or advertisers request it. It can have sacred cows and black lists. It can use its columns to promote selfish causes. It can use its columns to editorialize and either promote political friends or tear down political enemies. The list of sins that a newspaper all alone in its field can commit is almost endless.

BUT for every newspaper that takes advantage of its noncompetitive field, there must be ten or more others which bend over backwards to keep from seeming to take advantage of such a situation. These are the newspapers owned by or edited by men and women who have a sense of professional responsibility to their readers.

They are the ones who will strive just as hard to keep from missing a story, or from overlooking a situation that needs editorial attention, as if they had a strong competitor looking down their throats. These people are the real newspaper men and women of America who recognize that journalism is a profession.

Louis Lyons, the curator of the Nieman Foundation at Harvard University said in the Don Mellett lecture last year: "I don't know that we can prove that journalism is a profession. But the important thing is that the men in it act as if it were. The professional attitude is simply the feeling of responsibility toward the news, of an obligation to the reader; that the reader is their only client."

He went on to say that there are never enough men with this attitude running newspapers. But there will be more. "There must be," he said, "the times demand it. If the reader has any rights—and I hope he will learn to assert them—one is that his newspaper be in the hands of a professional newspaperman, who is not using it for any other interest but to serve his readers."

The matter of whether journalism is a profession is an academic ques-

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From Quill Readers

tion and I, for one, would like to see an end to debate about it. Of course journalism is a profession. It couldn't be anything else. The men and women who gather, write, edit and disseminate news for the information of the public are serving the public.

They have a responsibility to gather, write, edit and disseminate that news accurately, fairly and above all intelligently and understandably. And anyone who serves the public and has obligations to meet in doing so is engaged in a professional calling.

A town which has two doctors or two dentists or two lawyers may unquestionably be better off than the town which has only one of a kind among these professions. But the one of a kind, if he is a real professional, will work all the harder because he is alone and because his responsibilities weigh more heavily on one than they would on two members of his profession.

So it can be with newspapers. The newspaper which has a truly professional attitude will strive all the harder because it is alone to serve the public as it knows the public deserves to be served.

I AM proud to stand this year as the titular head of the largest professional society in journalism—Sigma Delta Chi. Sigma Delta Chi has made a deep imprint on American journalism. During its 42 years many thousands of journalists, young and old, have paused before the altars of its deadly serious and deeply purposeful initiation ceremony, raised their hand and said "I do promise never to betray the ideals of Sigma Delta Chi."

That is what Sigma Delta Chi offers—ideals, not ethics. Those ideals are the sinews of a free press.

Yes, journalism is actually one of the most idealistic of the professions. But it is sound, workable idealism. And if the call of our profession takes us into a town where there is only one newspaper, the ideals we believe in and live by stand us in good stead when the element of competition is absent.

That is the answer to the one newspaper town "problem." Not lower costs, permitting more newspapers, for that cannot be attained. But better professional journalism.

America need not be greatly concerned about its diminishing number of newspapers if it knows that there is coming along an increasing number of truly professional journalists to man the newspapers that remain better than they have ever been manned before.

THE QUILL for September, 1951

Editor, The Quill:

I was more than usually interested in the editorial in the June issue of The Quill, "Those Who Get Away." It struck a spark of recollection, and you might be interested in turning back to the December 1932 issue and reading my article, "So I Turned to Fiction."

There was a stressing of the financial angle, which incidentally became better and better through the years. This does definitely answer some of the questions raised by the editorial. The article, however, did not stress what I believe to be the basic answer as to why men leave newspaper jobs.

By the very nature of journalism, it attracts individuals who tend to have creative minds. Creative minds must be satisfied, and too many of them find they are straitjacketed in the newsroom. That, linked to the fact that papers rarely give adequate remuneration (I wonder if the linotype operators still drag down more than the city room boys) results in a drainage from editorial staffs.

Almost every newspaper man I have known who has left the calling has been able to do more constructively influential work outside newspaper offices than within them. There are exceptions, of course.

Thanks for the good work with The QUILL, which I enjoy issue by issue.

Douglas E. Lorton,
The Kingsway Press
New York City.

(Editor's Note: From the editors' personal observations the boys in the city rooms have gained on the compositors in recent years, but not much.)

Editor, The Quill:

Burton W. Marvin's article in the June issue, "Wanted: More Truth for a Free People," is one of the finest things I ever read. Reporters should certainly dig beneath the surface in covering all kinds of subjects. Often their own background information is as important to the whole truth as the happening of the moment.

Ernie Hill's splendid article in the same issue, "The Murder of La Prensa," bears out the very thing Marvin said. It shows the everlasting necessity of a reporter's seeking to see through incidents and official pronouncements.

Earle Walker,
Abilene, Texas
Reporter-News

Editor, The Quill:

I want to add my congratulations to the many already sent in to those responsible for the complete overhauling THE QUILL has received. Now it's a magazine I want to read and intend to keep in bound volumes for posterity's and my sakes. Kudos to those responsible.

Robert L. Ullrich
United Press
Milwaukee, Wis.

Editor, The Quill:

I should like also to add my congratulations on the wonderful job being done in revitalizing the magazine. Keep it up!

Robert D. Walhay
Reuters
London

Editor, The Quill:

Some excellent articles have appeared in the magazine recently. I'd find the changes in format and the extra size of recent issues quite appealing. And I have been delighted by comment on the editorial page, particularly the comment that "there is no easier way for a newspaperman to earn a living," in the June issue.

Lewis W. Roop, Publisher
Jefferson Republic
De Soto, Mo.

Editor, The Quill:

The Quill is stepping ahead fast, I like the new pattern very much.

Walter R. Humphrey, Editor
The Press
Fort Worth, Texas

Editor, The Quill:

That was a beautiful editorial in the June issue. Salute!

Paul Miller, vice-president
Gannett Newspapers
Rochester, N. Y.

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